



WBTV

## ORDER

Print Date 09/06/12

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Flight Dates 09/07/12-09/10/12

Contract / Revision 817504 /

Original Date / Revision  
09/06/12 09/06/12

Advertiser Romney, Mitt/R/President

Agency American Rambler Producti

Buying Contact

138 Conant Street  
Beverly, MA 02494Product  
ROMNEY FOR PRESIDENT

Agency Com 15%

Billing Contact  
138 Conant Street  
Beverly, MA 02494Sales Office T-DC  
Sales Region National  
Agency Ref

Order Sep 00:15:00

Estimate # 187  
Alt Order # 06306087Billing Type Cash  
Order Type Political  
Billing Cycle EOM/EOC  
Billing Calendar BROADCASTDemographic A35+  
Rev Codes Agency Political Pol-Candic  
Product Codes PL565  
Priority P 5  
Advertiser RefPrimary Account Executive  
Dave Clark

Account Executive	Order%	Start Date	End Date
Dave Clark	100%		

Order Share 25% Market Value 274940

Competing Station	% of Order	Amount
WAXN	%	0
WBTVn	%	0
WBTVt	%	0
WCCB	24%	65985
WCNC	20%	54988
WHKY	%	0
WJZY	1%	2749
WMYT	3%	8248
WNSC	%	0
WSOC	27%	74233
WTVI	%	0
WUNE	%	0
WUNG	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	83	\$58,424.75	\$68,735.00	0.00	08/27/12	09/10/12	83	\$58,424.75	\$68,735.00
Totals	83	\$58,424.75	\$68,735.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	WBTV	09/07/12	09/07/12	WBTV News 6a WBTV News 6a	Comm	6-7a	----2--	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/03/12	09/09/12	----2--		2		\$600.00		0.00					
E 2	WBTV	09/10/12	09/10/12	WBTV News 6a WBTV News 6a	Comm	6-7a	2-----	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	2-----		2		\$600.00		0.00					
E 3	WBTV	09/10/12	09/10/12		Comm	7-9a	2-----	:30	2	\$150.00	P 5	0.00	NM	2	\$300.00



WBTV

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Contract / Revision **817504** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **187**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				CBS AM Network News											
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$150.00			0.00			
E 4	WBTV	09/07/12	09/07/12	CBS AM Network News Comm		7-9a	----2--	:30	2	\$150.00	P 5	0.00	NM	2	\$300.00
				The Early Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--		2			\$150.00			0.00			
E 9	WBTV	09/07/12	09/07/12	Price Is Right	Comm	11a-12p	----2--	:30	2	\$250.00	P 5	0.00	NM	2	\$500.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--		2			\$250.00			0.00			
E 10	WBTV	09/10/12	09/10/12	Price Is Right	Comm	11a-12p	2-----	:30	2	\$350.00	P 3	0.00	NM	2	\$700.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$350.00			0.00			
E 11	WBTV	09/07/12	09/07/12	WBTV News at Noon	Comm	12-12:30p	----2--	:30	2	\$350.00	P 3	0.00	NM	2	\$700.00
				WBTV News At Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--		2			\$350.00			0.00			
E 12	WBTV	09/10/12	09/10/12	CBS Soaps	Comm	12:30-3p	2-----	:30	2	\$250.00	P 5	0.00	NM	2	\$500.00
				CBS Daytime											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$250.00			0.00			
E 13	WBTV	09/10/12	09/10/12	Let's Make A Deal	Comm	3-4p	2-----	:30	2	\$600.00	P 1	0.00	NM	2	\$1,200.00
				Let's Make A Deal											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$600.00			0.00			
E 14	WBTV	09/10/12	09/10/12	WBTV News 4p	Comm	M-F 4-4.30p	2-----	:30	2	\$325.00	P 3	0.00	NM	2	\$650.00
				WBTV News at 4p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$325.00			0.00			
E 15	WBTV	09/10/12	09/10/12	WBTV News 4.30p	Comm	M-F 4.30p-5p	2-----	:30	2	\$350.00	P 3	0.00	NM	2	\$700.00
				WBTV News at 4.30p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$350.00			0.00			
E 16	WBTV	09/10/12	09/10/12	WBTV News 5p	Comm	5p-5:30p	2-----	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
				WBTV News at 5p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$600.00			0.00			
E 17	WBTV	09/10/12	09/10/12	WBTV News a 5:30p	Comm	M-F 530p-6p	2-----	:30	2	\$650.00	P 3	0.00	NM	2	\$1,300.00
				WBTV News at 530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2			\$650.00			0.00			
E 18	WBTV	09/07/12	09/07/12	WBTV News at 6p	Comm	M-F 6p-630p	----2--	:30	2	\$800.00	P 3	0.00	NM	2	\$1,600.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	----2--		2			\$800.00			0.00			
E 19	WBTV	09/10/12	09/10/12	WBTV News at 6p	Comm	M-F 6p-630p	2-----	:30	2	\$800.00	P 3	0.00	NM	2	\$1,600.00
				WBTV News at 6p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			



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Contract / Revision **817504** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **187**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 19	WBTV	09/10/12	09/10/12	WBTV News at 6p WBTV News at 6p	Comm	M-F 6p-630p	2-----	:30	2	\$800.00	P 3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$800.00		0.00						
E 20	WBTV	09/10/12	09/10/12	WBTV News Primetime WBTV News Primetime	Comm	M-F 7p-730p	2-----	:30	2	\$700.00	P 3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$700.00		0.00						
E 21	WBTV	09/07/12	09/07/12	WBTV News Primetime WBTV News Primetime	Comm	M-F 7p-730p	----2--	:30	2	\$700.00	P 3	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$700.00		0.00						
E 22	WBTV	09/07/12	09/07/12	WBTV News Prime/DNC WBTV Ns Primetime/DNC	Comm	7.30-7.58p	----2--	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$600.00		0.00						
E 23	WBTV	09/10/12	09/10/12	Millionaire Millionaire	Comm	M-F 730p-8p	2-----	:30	2	\$600.00	P 3	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$600.00		0.00						
E 24	WBTV	09/07/12	09/07/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	----2--	:30	2	\$950.00	P 3	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$950.00		0.00						
E 25	WBTV	09/10/12	09/10/12	WBTV News at 11p WBTV News @ 11p	Comm	11p-1135p	2-----	:30	2	\$950.00	P 3	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	2-----	2		\$950.00		0.00						
E 26	WBTV	09/10/12	09/10/12	Late Show with David Letterman David Letterman	Comm	1135-1237a	1-----	:30	1	\$250.00	P 3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/10/12	09/16/12	1-----	1		\$250.00		0.00						
E 27	WBTV	09/07/12	09/07/12	Late Run Letterman Late Run Letterman	Comm	1135p-137.28a	----2--	:30	2	\$125.00	P 3	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----2--	2		\$125.00		0.00						
E 28	WBTV	09/07/12	09/07/12	US Open Semi Finals US Open Semi Finals	Comm	Various	----4--	:30	4	\$400.00	P 3	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	----4--	4		\$400.00		0.00						
E 29	WBTV	09/08/12	09/08/12	WBTV Sat 6a News WBTV Sat 6a News	Comm	6-7a	-----2-	:30	2	\$375.00	P 1	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----2-	2		\$375.00		0.00						
E 30	WBTV	09/08/12	09/08/12	WBTV Sat 7a News WBTV Sat 7a News	Comm	7-8a	-----2-	:30	2	\$250.00	P 3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----2-	2		\$250.00		0.00						
E 31	WBTV	09/08/12	09/08/12	US Open Semi Finals US Open Semi Finals	Comm	Various	-----4-	:30	4	\$600.00	P 3	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Contract / Revision **817504** Flight Dates **09/07/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser **Romney, Mitt/R/President** Product **ROMNEY FOR PRESIDENT** Estimate # **187**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 31	WBTV	09/08/12	09/08/12	US Open Semi Finals US Open Semi Finals	Comm	Various	-----4-	:30	4	\$600.00	P 3	0.00 NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----4-	4		\$600.00		0.00					
E 32	WBTV	09/08/12	09/08/12	WBTV News Sat 6p WBTV News Sat 6p	Comm	Sat 6p-630p	-----2-	:30	2	\$900.00	P 1	0.00 NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----2-	2		\$900.00		0.00					
E 33	WBTV	09/08/12	09/08/12	US Open Women's Fina US Open Women's Final	Comm	Various	-----3-	:30	3	\$600.00	P 3	0.00 NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----3-	3		\$600.00		0.00					
E 34	WBTV	09/09/12	09/09/12	CBS Sunday Morning CBS Sunday Morning	Comm	9-1030a	-----2	:30	2	\$1,100.00	P 1	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----2	2		\$1,100.00		0.00					
E 35	WBTV	09/09/12	09/09/12	Face The Nation Face the Nation	Comm	1130a-12n	-----1	:30	1	\$475.00	P 1	0.00 NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$475.00		0.00					
E 36	WBTV	09/09/12	09/09/12	NFL Game 1 NFL EARLY GAME	Comm	1P-4P	-----3	:30	3	\$3,200.00	P 3	0.00 NM	3	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----3	3		\$3,200.00		0.00					
E 37	WBTV	09/09/12	09/09/12	US Open Men's Final US Open Men's Final	Comm	Various	-----2	:30	2	\$950.00	P 1	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----2	2		\$950.00		0.00					
E 38	WBTV	09/09/12	09/09/12	Sun Hour 1 Sun Prime Hour 1	Comm	7-8p	-----2	:30	2	\$8,000.00	P 1	0.00 NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----2	2		\$8,000.00		0.00					
E 39	WBTV	09/09/12	09/09/12	Sun Hour 3 Sun Prime Hour 3	Comm	9-10p	-----1	:30	1	\$1,800.00	P 3	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$1,800.00		0.00					
E 40	WBTV	09/09/12	09/09/12	Sun Hour 4 Sun Prime Hour 4	Comm	10-11p	-----1	:30	1	\$2,200.00	P 3	0.00 NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----1	1		\$2,200.00		0.00					
E 41	WBTV	09/09/12	09/09/12	WBTV Sun News at 11p WBTV 11p News /Sun	Comm	11-11.35p	-----2	:30	2	\$950.00	P 3	0.00 NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	-----2	2		\$950.00		0.00					
N 42	WBTV	09/07/12	09/07/12	America Now America Now	Comm	9a-10a	----2--	:30	2	\$65.00	P 5	0.00 NM	2	\$130.00
line 6														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		09/03/12	09/09/12	----2--	2		\$65.00		0.00					
N 43	WBTV	09/10/12	09/10/12	America Now America Now	Comm	9a-10a	2-----	:30	2	\$55.00	P 5	0.00 NM	2	\$110.00



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Contract / Revision    **817504**    Flight Dates **09/07/12-09/10/12**Hiatus DatesOriginal Date / Revision    09/06/12/    09/06/12Order Sep    00:15:00Advertiser    **Romney, Mitt/R/President**    Product **ROMNEY FOR PRESIDENT**    Estimate #    **187**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
line 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2				\$55.00		0.00			
N44	WBTV	09/10/12	09/10/12	Rachael Ray Rachael Ray	Comm	10a-11a	2-----	:30	2	\$120.00	P 5	0.00	NM	2	\$240.00
line 8															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	2-----		2				\$120.00		0.00			
N45	WBTV	09/07/12	09/07/12	Late Run Late Show Late Run Late Show	Comm	1237a-237.28a	----F--	:30	1	\$180.00	P 1	0.00	NM	1	\$180.00
M1															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1				\$180.00		0.00			
													Totals	83	\$68,735.00